



International Trade Administration—Fostering Utah’s **Competitiveness and Job Growth Through Trade**

Helping Utah companies export, penetrate new markets, and protect their interests abroad.

As the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration, the U.S. Commercial Service (CS) helps thousands of companies—more than 85 percent of which are small and medium-sized businesses—export goods and services worth billions of dollars every year. Located in 109 offices in 48 states, as well as in 124 offices in nearly 80 countries, our global network of trade experts provides U.S. companies with the market intelligence, trade counseling, business matchmaking, and commercial diplomacy they need to succeed in international markets.

Why Utah companies should export:

- Over 95 percent of the world’s customers are located beyond U.S. borders
- Exporters realize higher employment growth than non-exporters
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business
- Export wages are typically 13–18 percent higher than non-export wages

Export Successes in Utah

Mineral Resources International (MRI) of Ogden, UT, is a supplier and manufacturer of quality liquid and tablet nutritional supplements using minerals and trace minerals from Utah’s Great Salt Lakes. MRI contacted CS with an export problem in China related to a delay in getting its product through customs and delivered to their established distributor. Both CS Beijing and Shanghai successfully identified the correct customs regulations needed in order to gain customs clearance approval in China, and as a result, \$130,000 of goods were cleared and received by the buyer.

Imagine Learning Inc. of Provo, develops computer-based instructional programs that teach children English and develop their literacy skills. The company turned to the CS Salt Lake City office for help in building its international presence, and participated in the CS Gold Key business matchmaking service that provides meetings with prescreened prospective business partners arranged by CS overseas offices. As a result, Imagine Learning signed successful distributor agreements in Canada, Mexico, and New Zealand.

ITA Impact on Utah (FY 09–10)

- *CS-Facilitated Export Value: \$32,903,996*
- *Companies Served: 110*
- *Jobs Supported by Exports: 178*
- *Top Industries Served:*
 - *Aviation Equipment & Services*
 - *Computer Software & Peripherals*
 - *Construction Equipment*
- *Export Markets: 59*
- *Active CS Clients: 333*

U.S. Commercial Service Utah

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buyusa.gov/utah

The U.S. Commercial Service supports the President’s National Export Initiative